

# STATE OF ALASKA

## DEPARTMENT OF NATURAL RESOURCES

### DIVISION OF AGRICULTURE



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January 23, 2012

### **2012 Alaska Grown Cooperative Marketing Program Request for Proposals ~ Application Deadline March 23, 2012**

#### **To: Interested Alaska Grown Producers, Marketers and Supporters**

The Division of Agriculture is soliciting proposals for Cooperative Marketing Program (CMP) projects promoting Alaska Grown products in 2012. In order to participate you must be an authorized participant in the Division of Agriculture's Alaska Grown program, or have written permission from the Director. Maximum state funds to be allocated per project are \$2000.

The purpose of the CMP is to increase the demand for Alaska Grown products through industry-driven promotional projects. Requirements of the contract will include:

- Promotion of an Alaska Grown product or activity, not an individual business;
- Dollar-for-dollar match of every State dollar expended (in-kind match funds acceptable); and
- A final report on the project, including required documentation and receipts.

Applicants should submit proposals using the proposal requirements listed in the application. The application, evaluation methods, sample proposal and budget sheet can be found online at [www.dnr.alaska.gov/ag/ag\\_grantsCMP.htm](http://www.dnr.alaska.gov/ag/ag_grantsCMP.htm).

Proposals will be evaluated based on the relative need for the proposed activity, the importance of the problem to be addressed, benefits likely to be derived from the project in relation to the funds requested, the contribution of the contractor, how the Alaska Grown theme will be incorporated and if applicable, performance on previous grant contracts. Please see the criteria and points associated with each evaluation method. The Division of Agriculture intends to award multiple contracts from this solicitation.

Proposals must be received at either the Central or Northern Region Division of Agriculture (Division) offices (see above addresses) by 5:00 pm on Friday, March 23, 2012.

Selected proposals will be announced by April 6, 2012. Projects and reports must be complete and submitted to the Central office of the Division by 5:00 pm on November 16, 2012. Projects received *after that time and date* will be considered late and influence evaluation points given on future proposals. If you have any questions, please contact Kristi Krueger at [Kristi.Krueger@alaska.gov](mailto:Kristi.Krueger@alaska.gov) or at (907) 761-3858.

Sincerely,

Kristi Krueger  
Program Assistant

***"To responsibly develop Alaska's resources by making them available for  
maximum use and benefit consistent with the public interest."***